



**YOUTH  
FOR** **GIVE LIFE TO  
YOUR STORY**  
**CHRIST**®

**Youth For Christ (YFC) Campaign Proposal - April 2016**

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## EXECUTION

***Goal 1: To create community awareness of Youth For Christ.***

**Objective 1:** To gain 40 new volunteers by the end of the calendar year.

**Strategy 1:** YFC will reach out to local college campuses. Recruiting volunteers from a college campus is beneficial because students are always looking for volunteer opportunities that will allow them to meet friends, give back and build their resume. YFC will reach out to local college campuses in two ways:

**Tactic 1:** YFC will host a table at Auburn University's O-Days. O-Days, or "Organization Days," are designated days on campus that allow organizations to promote causes or events related to their organization. O-Days are held on heavily trafficked areas of campus. YFC should bring their most outgoing volunteers to host the table, along with visuals containing information about YFC's programs and how to become a volunteer. To host a table at O-Days, YFC needs to reserve a table online through AUinvolve. YFC should create an event on AUinvolve and select the date(s) that they want to reserve a table. For the complete list of O-Days' Policies, visit:

[http://www.auburn.edu/student\\_info/student\\_affairs/involvement/cso/get\\_involved/OrganizationsDays.php](http://www.auburn.edu/student_info/student_affairs/involvement/cso/get_involved/OrganizationsDays.php).

**Tactic 2:** YFC will complete organizational visits at Auburn University. YFC should decide which organizations on Auburn University's campus they would like to recruit volunteers from. A list of organizations can be found online through AUinvolve. Social sororities and fraternities have chapter meetings each week, which is another great way to reach out to Auburn University students. YFC should contact the leader of each organization in order to plan a visit. To successfully recruit volunteers, YFC needs to engage the audience at these visits. One

way to engage the audience would be to have compelling visuals, such as a powerful video of student volunteers speaking about how their lives have been impacted by volunteering with YFC.

**Objective 2:** To reach 1000 likes on Facebook by the end of the calendar year.

**Strategy 1:** YFC should use Facebook as a means to communicate with volunteers, donors and students. Engaging in conversations on Facebook will bring awareness to the YFC Facebook page because activity can generate more page or post views and likes. YFC should appoint at least one staff member or volunteer to manage the social media accounts and reply to comments and messages. Current volunteers and staff members should be encouraged to participate in discussions on the YFC Facebook page. YFC will use Facebook as a means to communicate with volunteers, donors and students in three ways:

**Tactic 1:** YFC will post to their Facebook page twice a week. Facebook pages with frequent posts typically have more likes than those with infrequent posts. The posts will feature engaging content to catch the attention of YFC's target audiences.

**Tactic 2:** YFC will tell volunteers and staff members to like the YFC Facebook page at weekly meetings. YFC might consider setting up a small reward system for staff and volunteers that like the Facebook page or for staff and volunteers who invite a certain number of friends to like the Facebook page.

**Tactic 3:** YFC will post content with a call-to-action. Posts that contain a call-to-action generate more activity than posts without a call-to-action. Activity can bring exposure to a Facebook page. Increased exposure of the YFC Facebook page means increased awareness of the organization.

**Objective 3:** To increase Instagram followers to 500 by the end of the calendar year.

**Strategy 1:** YFC will use Instagram as a means to communicate with volunteers, donors

and students. Having likes and comments on an Instagram post can boost the post to the “Explore” page, which would increase awareness of the YFC Instagram account. The Instagram account should be public to gain maximum exposure. YFC should appoint at least one staff member or volunteer to manage its social media accounts and to reply to comments and messages. Current volunteers and staff members should be encouraged to participate in discussions on YFC’s Instagram posts. YFC will use Instagram as a means to communicate with volunteers, donors and students in three ways:

**Tactic 1:** YFC will post to Instagram twice a week. Instagram accounts with frequent posts typically have more followers than accounts with infrequent posts. The posts should feature engaging content to catch the attention of target audiences. Consistent posts will help YFC build a steady following of their Instagram account.

**Tactic 2:** YFC will tell volunteers and staff members to follow YFC on Instagram at weekly meetings. More Instagram followers means increased exposure for the account. YFC might consider setting up a small reward system for staff and volunteers that follow the Instagram account and engage in conversation with volunteers, students and donors.

**Tactic 3:** YFC will use interactive posts. The interactive Instagram post could be a video with a past volunteer speaking about how volunteering with YFC continues to impact their lives. According to Instagram’s current video time limit, the video would last a maximum of 60 seconds. Since that is a short time frame, the message of the video would have to be concise. The post’s caption should refer followers to the link in the account’s bio, which will be a link to YFC’s website.

**Goal 2: To increase yearly donations from outside donors.**

**Objective 1:** To increase continuous local corporate sponsors in order to receive 200 \$25 monthly donations.

**Strategy 1:** YFC will support and strengthen local partnerships. Strengthening relationships with local partners will be vital to the success of retaining corporate donors. Strong, supportive relationships with local partners will bring more opportunities for networking with prospective corporate sponsors.

**Tactic 1:** YFC will explain to the prospective corporate sponsor the benefits they would gain from partnering with a non-profit organization. An example of such a benefit would be tax deduction. Another example of a benefit would be the fact that the sponsor would be supporting a good cause.

**Strategy 2:** YFC will partner with local retailers and restaurants for a percentage of sales to YFC. YFC should approach prospective partners to ask if the prospects would be willing to partner with YFC for a percentage of their sales, to negotiate what percentage of sales will go to YFC and to discuss how these businesses will benefit from partnering with YFC.

**Tactic 1:** YFC will host benefit days at local restaurants and retailers. Hosting benefit days will draw attention to the venues and increase exposure and sales for YFC and its partners.

**Objective 2:** To increase online donations by 25%.

**Strategy 1:** YFC will redesign their website to make it easier to use. At the beginning of the redesign process, YFC should create a storyboard for each web page. The purpose of a storyboard is to visualize on paper how each web page should look.

**Tactic 1:** YFC will update the online donation option on their website. The giving

option should be visible on every web page. An example of a giving option is a bright button at the top of each page containing the word “DONATE” that links to the donation page. On the donation page, site visitors should be able to donate with a credit card, a debit card or a PayPal account.

**Goal 3: To develop a more organized structure within YFC.**

**Objective 1:** To hire an intern to serve as the volunteer coordinator.

**Strategy 1:** YFC will partner with Auburn University’s College of Liberal Arts and College of Human Sciences. The College of Liberal Arts houses the Public Relations and Communications majors. Having an intern who is majoring in Public Relations or Communications would benefit YFC because students from these majors would understand the importance of raising awareness of the organization in order to recruit volunteers.

**Tactic 1:** YFC will reach out to these colleges and request an internship position. YFC should research the majors offered in these colleges and select which majors to offer internship positions to. After YFC makes this decision, they should research who the internship directors are for the selected majors and contact them to discuss the process of offering an internship to that particular college.

**Objective 2:** To designate a leadership position for each YFC school club.

**Strategy 1:** YFC will design a structure for volunteers at each club. The volunteer structures of each club can be similar to a typical club structure, but should accommodate the needs of each YFC school club.

**Tactic 1:** YFC will assign each school club volunteer a specific position. Some examples of volunteer positions in a YFC school club might be an activity coordinator, an activity coordination assistant, a photographer, a videographer or a graphic designer.

**Objective 3:** To meet with volunteers on a more consistent basis.

**Strategy 1:** YFC will conduct meetings with volunteers. Meetings are an essential part of any successful organization. Meetings keep people informed of important details about the internal and external affairs of an organization. Consistent meetings also help people stay engaged with the organization by allowing people to have the opportunity to socialize with other meeting attendees.

**Tactic 1:** YFC will conduct monthly meeting with all volunteers. At the monthly meeting, topics of discussion might be upcoming events such as benefit days at local restaurants and retailers, O-Day/O-Week, campus organizational visits and calls to prospective local corporate sponsors. Other topics of discussion at the monthly meeting might be how current volunteers can sign up to participate in the upcoming events, encouraging volunteers to like/follow YFC's social media pages, encouraging volunteers to invite friends to like the YFC Facebook page, voting on volunteer positions in each YFC school club and YFC internships.

**Tactic 2:** YFC will conduct biweekly meetings for volunteers in each school club. At the biweekly meeting, topics of discussion might be planning activities for each school club, such as discussions, games and events. Volunteers might appreciate having a "share time" at these meetings so they can share how volunteering is impacting their lives.